

WHAT IS CLAIMED IS:

1. An information communication system including an information terminal device and an information collecting device capable of exchanging information therebetween via communication means, wherein

the information terminal device comprising:

advertisement information saving means for saving advertisement information;

display means;

advertisement presenting means for displaying the saved advertisement information on the display means;

advertisement using means for detecting a user operation by a user interface occurring upon display of an advertisement or any other user operation during the display of the advertisement, instructing a service based on the displayed advertisement and outputting advertisement use information indicating a use situation of the displayed advertisement;

advertisement use information storing means for storing the advertisement use information; and

advertisement use information sending means which is connected to the communication means and sends the stored advertisement use information to the information collecting device via the communication means; and wherein

the information collecting device comprising:

advertisement use information receiving means which is connected to the communication means and receives the advertisement use information sent from the information terminal device via the communication means; and

5 advertisement use information collecting means for collecting the received advertisement use information; the information communication system, and wherein

10 the advertisement information saving means, advertisement presenting means, advertisement using means and advertisement use information storing means in the information terminal device can operate even in a state that the advertisement use information sending means is not connected to the communication means.

15 2. The information communication system according to Claim 1 including an information supplying device capable of exchanging information with the information terminal device via the communication means; wherein

20 the information supplying device is connected to the communication means and has advertisement information supplying means for sending advertisement information to the information terminal device via the communication means; and

25 the information terminal device is connected to the communication means and has advertisement information

acquiring means for receiving advertisement information sent from the advertisement information supplying means via the communication means.

3. The information communication system according to Claim 2, wherein

the information collecting device and the information supplying device are mounted on the same equipment and directly exchange information with each other.

4. The information communication system according to Claim 2, wherein

the information collecting device and the information supplying device exchange information with each other via the communication means.

5. The information communication system according to Claim 3, wherein

the advertisement information acquiring means in the information terminal device sends a request for acquisition of advertisement information to the advertisement information supplying means in the information supplying device; and

the information supplying device receives the request for acquisition of advertisement information, analyzes advertisement use information collected by the information collecting device and has advertisement use information analyzing means for determining advertisement

information to be sent to the information terminal device based on an analytical result.

6. The information communication system according to Claim 4, wherein

5 the advertisement information acquiring means in the information terminal device sends a request for acquisition of advertisement information to the advertisement information supplying means in the information supplying device; and

10 the information supplying device receives the request for acquisition of advertisement information, analyzes advertisement use information collected by the information collecting device and has advertisement use information analyzing means for determining advertisement
15 information to be sent to the information terminal device based on an analytical result.

7. An information terminal device capable of sending information via communication means comprising:

20 advertisement information saving means for saving advertisement information;

display means;

advertisement presenting means for displaying the saved advertisement information on the display means;

25 advertisement using means for detecting a user operation by a user interface occurring upon display of an

advertisement or any other user operation during the display of the advertisement, instructing a service based on the displayed advertisement and outputting advertisement use information indicating a use situation of the displayed advertisement;

advertisement use information storing means for storing the advertisement use information; and

advertisement use information sending means which is connected to the communication means and sends the stored advertisement use information to external devices via the communication means; wherein

the advertisement information saving means, advertisement presenting means, advertisement using means and advertisement use information storing means can operate even in a state that the advertisement use information sending means is not connected to the communication means.

8. The information terminal device according to Claim 7, wherein

the advertisement presenting means determines advertisement information to be displayed on the display means based on advertisement use information stored in the advertisement use information storing means.

9. The information terminal device according to Claim 7 further comprising:

advertisement information acquiring means

connected to the communication means for receiving advertisement information sent from an external device via the communication means.

10. The information terminal device according to
5 Claim 7, wherein

the advertisement presenting means displays an advertisement by utilizing part of a screen displayed on the display means for prompting a user for confirmation; and

10 a service instructed by the advertisement using means is changing contents of the display advertisement.

11. The information terminal device according to Claim 7, wherein

15 the advertisement presenting means displays the advertisement when power is turned off; and

the advertisement using means suspends the turning off of the power to instruct the service.

12. The information terminal device according to Claim 7, wherein

20 the advertisement presenting means displays an advertisement by utilizing part of a warning screen displayed on the display means when an application program is waiting for an operation; and

a service instructed by the advertisement using
25 means is changing contents of the operation started

immediately after the operation wait state finishes.

13. The information terminal device according to Claim 7 comprising:

condition specifying means for specifying an
5 execution start condition of the service instructed by the advertisement using means;

execution start condition registering means for
registering the execution start condition specified by the
condition specifying means when the user operation is
10 detected by the advertisement using means; and

service executing means for monitoring
satisfaction of the execution start condition registered in
the execution start condition registering means and
starting execution of the service when the condition is
15 satisfied.

14. A program recording medium readable by a computer, wherein

an advertisement information presenting and
advertisement use information collecting program for
20 allowing a computer to function as the advertisement information saving means, advertisement presenting means, advertisement using means, advertisement use information storing means and advertisement use information sending means according to Claim 1 is recorded.

25 15. A program recording medium readable by a

computer, wherein

an advertisement information presenting and advertisement use information collecting program for allowing a computer to function as the advertisement information saving means, advertisement presenting means, advertisement using means, advertisement use information storing means and advertisement use information sending means according to Claim 7 is recorded.

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